



American Planning Association
California Chapter

Making Great Communities Happen

ACTION MINUTES

APA California Board Meeting and Retreat January 14 and 15, 2011 Hotel Erwin – Venice Beach

ATTENDEES:

EXECUTIVE BOARD

President	Kevin Keller, AICP
VP, Policy & Legislation	David Snow, AICP
VP, Public Information	Janet Ruggiero, FAICP
VP, Professional Development	Juan Borrelli, AICP
VP, Administration	Virginia Viado
VP, Conferences	Janna Minsk, AICP
Past President	Kurt Christiansen, AICP (by phone)
Student Representative	Christopher Read (Saturday only)
CPF President	Linda Tatum, AICP
Planning Commission Rep	Michael Mendez

SECTION DIRECTORS

Central	Ralph Kachadourian
Northern	Hanson Hom, AICP (Saturday only)
Orange County	Jennifer Lilley, AICP
Los Angeles	Kristin Asp, AICP
Sacramento Valley	Julia Lave Johnston
San Diego	Daniel Wery, AICP
Central Coast	Kim Prillhart, AICP
Inland Empire	Liesa Lukes, RLA

STAFF

Executive Director/Lobbyist	Sande George
Director of Administration	Tom Stefan

RETREAT ASSISTANTS

Marissa Aho
Gabriela Juarez
Nick Maricich
Sandi Sawa

ACTION ITEMS FROM BOARD MEETING AND RETREAT

I. CALL TO ORDER

The meeting was called to order by President Kevin Keller at 10:45 am.

II. APPROVAL OF CONSENT ITEMS

- A. Approval of Agenda, Membership Report and Financial Reports – ACTION: The Board moved, seconded and passed to approve the Consent Items minus the Minutes from the previous meeting, with an update that the APA Chapter reserves are now back up to \$343,000. *Unanimous vote.*
- B. Approval of November 1, 2010 Minutes – ACTION: The Board moved, seconded and passed to approve the November 1, 2010 Minutes from the Board Meeting at La Costa with the following changes: On page 1, correct Julia Lave Johnston; on page 2, correct Bruce Knight; on page 3, correct Chris Read; on page 4, under J, correct planners in second sentence. *Unanimous vote.*

III. ACTION ITEMS

- A. PRESIDENT: Approval of Appointees – ACTION: The Board moved, seconded and passed to approve the confirmed candidates for appointed Board positions as recommended by Kevin Keller and listed below. The Board also asked the VP overseeing the appointed positions to develop specific responsibilities for each position for the Strategic Plan if not already completed, and asked Kevin Keller to ensure that outgoing appointees for these positions are recognized. *Unanimous vote.*

Marketing Director:	Derek Hull (reappoint)
Chapter Historian:	Steve Preston (South) (reappoint) Larry Mintier (North) (reappoint)
Communications Director (Was Public Information/Public Relations/Technology Director):	Brooke Peterson
Membership Inclusion Director:	David Salazar (South) (reappoint) Connie Galambos Malloy (North)
State Awards Coordinator:	Sandi Sawa
University Liaison:	Vacant
National Policy and Legislation Rep:	Hing Wong

Conference Program Coordinator:	Al Zelinka (South) (reappoint but needs confirmation) North - Vacant
Statewide Programs Coordinator	Vacant
FAICP Coordinator:	Carol Barrett
AICP Exam Workshop Coordinator:	Vacant
CalPlanner Coordinator:	Vacant
Public Relations/Communications Coordinator:	Brooke Peterson (merged with Public Information/Technology Director)
Young Planners Coordinator:	Ted Holzem (reappoint)

B. **VP POLICY & LEGISLATION: ECAT Status and Member Notification and *Plan California* Update Process – ACTION:**

The Board asked Sande George to put the *CalPlanner* article describing the ECAT authored by Chair Curtis Alling up on the website and to send a copy to the Section Directors. The ECAT, the Enhanced CEQA Action Team, is a working group of APA and AEP CEQA practitioners tasked with developing legislation that will provide concrete CEQA streamlining.

David Snow notified the Board that the ECAT has developed a list of top issues, and is working on securing an author and a spot bill, which will be introduced by early February. Included on the top five issues are litigation process issues, ineffective infill project streamlining provisions, difficulty in defending mitigated negative declarations and negative declarations, legally vulnerable and ineffective tiering provisions, and problems with cumulative impact provisions and definitions. The next step will be to draft actual language for the legislation and meet with initial stakeholders including the Governor’s office and leadership in both houses.

David also notified the Board that he would begin the process of updating the APA Legislative Platform for 2011-2012, *Plan California*. David will send an email to Section Directors asking for Section candidates interested in being appointed to the *Plan California* Update Committee. The draft *Plan California* will be provided to the Board for approval at the June Board meeting after the Legislative Review Teams review and comment on the Committee draft.

C. **CPF PRESIDENT: CPF Section Liaisons Request – ACTION:**
Linda Tatum asked for Board recommendations for potential CPF

liaison candidates to work with the Sections on communication, the Section challenge donation and other donations. She also again challenged each Section to fund \$1000 award amounts for each planning school in the Section. The Section Directors asked Linda to notify them of students from their Section who win CPF scholarships.

- D. **SECTION DIRECTORS' REPORT: Section Director Coordinator for 2011– ACTION:** It was announced that Kristin Asp will be coordinating Section Reports and monthly Section Director conference calls for 2011.

- E. **VP ADMINISTRATION: Approval of Budget Committee 2011 Budget Change Recommendations and Approval of the 2011 Budget As Amended – ACTION:** The Board moved, seconded and passed to approve the 2011 Budget with the changes recommended by the 2011 Budget Committee that were approved by the Board (see chart below), except that final approval of #3 page 1 (Sections pay for travel for conference Board meeting) and #5 page 2 (Reduction in % of subventions to Sections from 17% to 14.25%) is pending until Section Boards vote on the proposals. Section Board votes on those items are to be completed by February 15th after review of the full list of budget change recommendations with the Section Boards, and the results sent to Kevin Keller by each Section upon completion of that vote. Kevin will email the Board the final vote and the final approved budget will be updated and put up on the APA California website. *Unanimous.*

CCAPA BUDGET COMMITTEE BUDGET CHANGE OPTIONS

UPDATED SUMMARY FOLLOWING JANUARY BOARD MEETING CHANGES

Goal: Reduce expenses and increase revenues to reduce deficit in the next three years

Current estimated deficit: \$126,000

(BUDGET COMMITTEE RECOMMENDED CHANGES TO THE 2011 BUDGET – NEW ACTION ITEMS)

RECOMMENDED BUDGET CHANGES AS APPROVED BY THE BOARD JANUARY 14, 2011	BUDGET IMPACT
REDUCED EXPENSES	
1-Make June Board meeting a virtual meeting (conference call/web) – reduce LI 102	-\$3,500
2-Creat new Capitol Expenditures line item for one-time budgeted projects	-\$0

3-Require Sections to pay for travel (plane/mileage/room) to Conference Board Mtg – Reduce LI 102	-\$700*
4-Eliminate budget for non-elected Board positions until deficit eliminated (National Leg Rep, Marketing Director, CSUN Grant) – zero out LI 303, 605 and 901)	-\$7,500
5-Reduce % of subventions to Sections from \$17% to <u>14.25% for 3 years (with review each year; must be reauthorized by Board at 3 years to continue % reduction if needed)</u> and reduce estimated subventions/National dues to 2010 actual in LI 70 (to \$293,000 and LI 700 to \$42,000)	-\$18,000* (only \$8000 due to 14.25% - remainder of loss due to loss of membership and \$40,000 in new annual fees imposed by National)
6-Reduce elected Board member budgets by 5% (except for already-reduced Leg LI 302) in LI 200, 201, 202, 205, 400, 501, 600, 1001, 20000)	-\$905
7-Chapter retain Chapter-Only Rebate to Sections	-\$2,000
8-Charge \$2 shipping & handling for CM Lending Library – reduce LI 404 <u>(WILL NOW BE \$20 PLUS FREE SHIPPING AND HANDLING – INCREASE WILL BE IN NEW LINE ITEM 42 LENDING LIBRARY REVENUE – NO CHANGE TO LI 404)</u>	-\$1,000
9-Charge \$20 to cover cost of AICP publications – zero out LI 405	-\$500
SUBTOTAL REDUCED EXPENSES	-\$31,105*
CONTRACT REVISIONS	
1-Cut Stefan/George contract by an additional \$15,000 for 2011 in addition to \$14,000 already cut in 2010; split contracts for accounting/mgmt/oversight services; shift conference services now paid by Chapter to conference budget (\$6,000); reduce LI 100 to \$45,000 for S/G contract; <u>add two new LI of \$60,000 for Francine and Laura’s contracts</u>	-\$15,000 -\$6,000
2-Restore Stefan/George lobbying contract; add to LI 300	+\$4,025
3-Cut out one issue of CalPlanner (awards issue – put on website) from 6 to 5; (OPTION: Cut <u>two issues</u> of Cal Planner and move to a quarterly newsletter <u>plus monthly e-mail blasts with calling card ads as part of new communications strategy and sponsorship benefits to be outlined by VP Public Information and new Communications Director – ensure conference pays for conference related production expenses</u> - decrease LI 500	-\$4,800 -\$9,600
4-Increase InSight Logic Web contract per trigger based on members; decrease access to Sadna to reduce overall contracted amount; <u>charge conference for conference related expenses that Sadna has to provide; work with Sadna to solve password/user name problems for web</u>	-\$6,000

<u>access and elections</u> – reduce LI 513	
5- <u>Set up process to review contract performance/contract bid process in future years (to be outlined by VP Administration for approval of Board at June Board meeting??)</u>	-\$0
SUBTOTAL REDUCED CONTRACT EXPENSES	-\$59,930
SUBTOTAL WITH OPTION TO REDUCE TWO ISSUES OF CALPLANNER	(-\$63,680)
INCREASE REVENUES	
1-Set up process to finalize policies on conference profit split, site rotation, budget, description of conference mandatory line items, list of section/state conference responsibilities starting with Betsy's La Costa list, explore other options to increase conference profits/expenses session, speaker fee policies as outlined in these minutes in and F(2), organizer ground rules and speaker status notification to conference committee – <u>ASK STANDING CONFERENCE COMMITTEE TO MAKE RECOMMENDATION TO BOARD ON THESE ISSUES BY JUNE BOARD MEETING EXCEPT THAT THE HOST SECTION TEMPLATE OUTLINING REQUIREMENTS FOR HOSTING A CONFERENCE WILL BE COMPLETED BEFORE JANUARY 26TH IN DRAFT FORM FOR THE CENTRAL SECTION TO REVIEW AT THEIR BOARD MEETING.</u>	-\$0
2-Allow CM credit courses to advertise even if not APA-sponsored; <u>ASK VP PROFESSIONAL DEVELOPMENT TO AMEND ADVERTISING POLICIES AND REQUIRE THAT SPONSOR HAS PROOF THAT SESSION IS APPROVED BY NATIONAL FOR CM CREDIT</u> – increase LI 50	+\$1,000
3- <u>Charge \$20 PLUS FREE SHIPPING AND HANDLING for Lending Library CM CD's</u> – ADD NEW LI 42 LENDING LIBRARY REVENUE - \$8000 IS LOW ESTIMATE BASED ON POTENTIAL REDUCTION IN THE USUAL 500 PER YEAR MAILED FOR FREE IN PAST (BOARD VOTE WAS 9-5 IN FAVOR OF INCREASE TO \$20 RATHER THAN \$10 PLUS \$2 SHIPPING AND HANDLING)	+\$7,000
4-Conduct two CEQA workshops if APA/AEP sponsored bill is signed into law	+\$0
5- <u>Advertise on APA website that members can pay dues by month – JANET WILL WORK WITH S/G TO GET THAT DRAFTED AND UP ON THE WEBSITE BY FEBRUARY</u>	+\$0
SUBTOTAL REVENUE INCREASE	+\$8000
TOTAL POTENTIAL DEFICIT REDUCTION FROM CUTS AND INCREASES (\$126,000 ESTIMATED DEFICIT - \$71,680 =)	\$71,680
REMAINDER OF DEFICIT FOR 2011 TO BE COVERED BY RESERVES	\$54,320
<u>ADD SPECIAL 501 C 3 FUND THROUGH CPF FOR HISTORICAL PROJECTS – JANET, STEVE AND LINDA WILL PROVIDE A DRAFT RECOMMENDATION FOR THIS PROJECT BY THE JUNE BOARD MEETING</u>	+\$0

CONFERENCE BUDGET OPTIONS – NO ACTION TAKEN	
1-Set sponsorship rates to reach profit goal	
2-Use APA website for conference registration (projected \$7,000 contract reduction) – <u>SANDE WILL REQUEST QUOTE FROM SADNA AND ENSURE THAT THE INSIGHT REGISTRATION FORMAT IS EASY TO USE</u>	
3- <u>Janna will work with Lynne to reduce conference management contract</u>	
4- <u>Standing Conference Committee will explore other options to increase conference profits/expenses</u>	

*Pending Section Board vote approval; Sections were asked to present the entire budget memo to the Section Board and vote on Items 3 and 5 by February 15th

UPDATED IMPACT TO SECTIONS FROM SECTION-RELATED BUDGET ITEMS (FUNDING OF CONFERENCE BOARD MEETING TRAVEL AND DECREASED SUBVENTIONS TO THE SECTIONS)

ESTIMATED SECTION IMPACTS OF BUDGET OPTIONS – per year based on membership as of 1/3/11	CENTRAL	CENTRAL COAST	INLAND EMPIRE	LA	NORTHERN	ORANG E	SAC VALLEY	SAN DIEGO
#3 – Page 1 - SECTIONS PAY FOR TRAVEL FOR CONFERENCE BD MTG	-\$400	-\$400	-\$400	-\$400	-\$400	-\$400	-\$400	-\$400 @ +\$3200 total to Chapter
#5 – Page 2 - REDUCE % OF SUBVENTIONS TO SECTIONS FROM 17% TO 15% 14.25% - approximately \$1.82 PER FULL MEMBER based on January 2011 full member count (not students). Chapter-Only Rebate to Sections remains the same.	-\$371	-\$542	-\$609	-\$1760	-\$2368	-\$826	-\$788	-\$788 @ +\$8000 total to Chapter
TOTAL	-\$771	-\$942	-\$1009	-\$2160	-\$2768	-\$1226	-\$1188	-\$1188 +\$11,200 total to Chapter

F. **VP CONFERENCES: Approval of 2011 Conference Budget/Speaker Fees – ACTION:** The Board moved, seconded and passed:

1. Approval of the 2011 Conference in Santa Barbara with an amendment to include \$25,000 for the Caltrans sponsorship amount. Tom Stefan noted that Caltrans will be drafting a two-year contract for 2011-2012, for \$25,000 for each year.

Unanimous. Janna Minsk also notified the Board that the San Diego conference profit will be close to \$79,000.
Unanimous.

2. Approval of speaker fee policy as follows, to be finalized by the Standing Conference Committee and placed on the website and in the Conference Manual as appropriate (*Unanimous*):
 - If either a non-APA member speaker or APA-member speaker plan to attend the conference only for his/her session, that speaker will not be required to pay the speaker fee. However, that speaker will receive no badge to prevent the speaker from going to other sessions, events or meals. (Just session: no fee and no badge)
 - Non-APA- and APA-member speakers who plan to attend his/her session and attend the conference will pay the discounted speaker rate. (Attending conference: speaker rate)
 - A clear set of session organizer/submitter ground rules will be placed in the conference manual, on the CM session page of the website, sent to moderators in the session RFP and with the notice of approval of sessions, letting the moderator know of their responsibilities. One of those responsibilities will be to let the conference committee know the member/non-member status of the speakers in their session, as well as the speaker fee status and whether or not the speaker plans to attend the conference.

IV. RETREAT MINUTES – ACTION ITEMS ONLY - SATURDAY, JANUARY 15, 2011

CONFERENCE ROTATION

CONFERENCE ROTATION TEMPLATE: ACTION: The Board asked Janna to review the retreat notes and Kurt's memo on the rotation and minimum criteria (including room price and moving to choice of city/county and venue four-years ahead (now at three) for future conferences and develop a template with the Standing Conference Committee. The template will be sent to the Board for review and comment in draft format before January 26th so that the Central Section Board can discuss it at their Board meeting, since they are the next

conference location in the Section rotation for 2013.

STATE/SECTION SERVICES AND RESOURCES

STATE SERVICES: ACTION – The Board asked Kevin to work with S/G to develop an updated list of state services that will be prominently displayed on the APA website (add CPF scholarships and workshops to that list of services) so they are easy to find; Kevin will also ask National to add the list of services to member invoices

SECTION MINIMUM SERVICES AND RESERVE POLICIES/COMMITTEE: ACTION – The Board appointed a new Committee on Minimum Section Services and Reserve Policies. The Committee was asked to determine what minimum services should be provided by each Section consistently and what the reserve policies for the Sections should be. → The Committee members will be Leisa, Virginia, Ralph, Kristen, Julia, Juan, Kevin, Dan, and Janet . Leisa will set up the first call, and Virginia will follow up with committee logistics. Draft recommendations from the Committee are due by the June Board meeting.

ADD STATE/LOCAL CONFERENCE RESPONSIBILITIES LIST TO STANDING CONFERENCE COMMITTEE TASKS: ACTION - The Standing Conference Committee was asked to add to their tasks for recommendation to the Board at the June Board meeting to list a snapshot of what and who's doing which conference tasks today between the Section and Chapter, using Betsy's list from the La Costa conference as a starting point, as well as making recommendations to improve on that breakdown. → The Standing Conference Committee members are: Janna (chair), the past host section director, the current host section director, the next host section director, the current president, the past president, the VP Administration, Lynne, Sande and Tom.

Goal of new committee on section/state responsibilities

- how to get more bang for our buck
- information sharing: what can the state learn from the section and vice versa
- Strategize how to avoid budgetary peaks and valleys

ELECTION CAMPAIGN AND NOMINATING COMMITTEE POLICIES

ELECTION POLICIES AND SUBMITTAL DEADLINE FOR AWARDS: ACTION – THE Sections asked Sandi, Janna, Janet and Virginia to determine if the May 13th State Awards Submittal deadline can be moved back at least one week to ensure the Sections Award process can be completed before the submittal date; the Chapter submittal date was moved up to accommodate the earlier conference dates. The Board also appointed an Election Polices Committee: Kurt will chair, with Janet, Hanson and Dan as members. The Committee was asked to report back to the Board by February 15 with a draft set of Election, Nominating Committee and Electioneering Policies, using Kurt's draft as a starting point, for Board approval by email vote before the nominating committee begins their deliberations.

WEBSITE UPDATES AND MASTER CALENDAR VS MONTH-BY-MONTH LIST OF

DATES AND EVENTS

WEBSITE UPDATES AND REVISION OF IMPORTANT DATES TO REMEMBER:

ACTION: – Board members were asked to let Sande know if any items are outdated, or if links no longer work, on their related pages or any others. Juan was asked to revise the master calendar currently on the website to an Important Dates to Remember format. Board members were asked to send Juan important upcoming dates and events, and Sande was asked to send Juan the Legislative Calendar to use as an example.

JUNE BOARD MEETING BY CONFERENCE CALL

The June Board meeting will most likely be held by conference call unless video conferencing is easily available to all members in both North and South locations. All Board members, elected and appointed, will be invited to participate in that call.

V. ADJOURNMENT

The meeting was adjourned at 2:30 pm.

VI. RETREAT NOTES - SATURDAY, JANUARY 15, 2011
THE MINUTES BELOW ARE IN NOTE FORMAT AND TAKEN DIRECTLY FROM THE FLIPCHARTS DURING THE RETREAT DISCUSSIONS

CONFERENCE ROTATION

- See Kurt's attachments
 1. Does Section have to choose the venue from within the Section boundaries? Mobile workshops (in host Section) would have to be worked out.
 2. Template of requirements for conference venue and issues for host Sections need to be developed quickly for future host Sections to use to determine if their choices/options meet the requirements and to use as a proposal to the Board. Requirements should include the specific list in Kurt's memo, including square foot, price, sustainability, and transportation criteria.
 3. There should be an option to switch locations if Section is not ready during the normal rotation to joint/pairing Section that wants to host the conference. (LA/IE, OC/SD, N/CC, S/C) or North/South option if Section is prepared.
 4. Move to four-year horizon: ask both, Central and Orange this year for a site proposal to get to that four-year lead time for booking the venue.

Rotation:

8 section rotation, 8-year cycle

Options:

- 1- Repeat 8-year cycle
- 2- Couplets 4-year cycle
(Does section have to host locally, give flexibility?)

Rotation Issues:

- Mobile Workshops (ensure they are logistically attainable)
- Don't want to isolate sections that can't qualify presently and may be able to have the capacity at a later date
- Proposals to enable to have Sections to submit for consideration with clearly identified criteria and give the State time to fully consider the implications of the way proposals meet the various criteria
- Conference profit sharing is implicit in rotations because individual sections project their revenues on the conference profits and revenues
- Need to balance the timing of local hosts with National conference
- Subtle criteria is just as important (things like transportation)

- Cost considerations really large factor for general membership's attendance
Benefits of 4-year horizon:

- Assists in securing location

Criteria:

- 400 hotel rooms
- 1,000 – 1,200 seat ballroom
- 10 classrooms (75 seats each)
- Exhibit Space with 5,000 – 7,000 sq. ft
- Facility Space of 27,000 – 32,000 sq. ft.
- 1,000 – 1,400 attendees
- Transportation options (sustainable considerations and components) [flights, drive time, etc.]
- North/South rotation
- Coupling more about geographic equity. Every 4 years
- Location appears to be key in decision by members whether to attend
- Sustainability Programs at location
- Affordability
- Density of membership near venue
- Density of hotels, visitor accommodations within walkable distance to conference location
- Easily access for students
-

What do we do if the section can't meet these criteria?

Consider an application approach with section submittals that consist of explanations of how they can meet the criteria, present a comparison of various location options to State board for consideration (within the Section's area);

Location components: city/municipality and facility

Criteria not absolute but rather should be used to evaluate the trade offs

Going forward, the State should provide the criteria posted online for maximum transparency and include a 1-page outline in the conference materials

Open Questions:

- How to evaluate profitability criteria?
- Could location with a size limitation still be a successful venue?
- If attendance limitation by venue, need to focus on the benefits that venue is providing through the other criteria (ie: sponsorships, room rates, etc.)
- Conference Committee attendance/membership to address additional criteria (I.E. – Ralph's meeting on 1/26) → Janna to pull out key points of Kurt's memo for Ralph to help assess criteria for 2013, share draft with board.

CONFERENCE PROFIT SPLIT

Sections need to plan/budget based on the rotation

Currently:

State – Host - Sections

40 – 40 – 20

One Option: 60 – 30 – 10

Past options have included tiered splits:

25,000 ↓ / 25,000 – 50,000 / 50,000+

Section Budgets:

% of membership dues:

% of conference fees

Perhaps advertising

- What do we want to accomplish with the conference profits?
- All conference costs first need to be factored into the budget
- Is the profit goal realistic? Does it need to be revisited?
- Identify what State/Sections responsibilities are for the conference (including expectations and services)
- What has happened over time
- How/Are these shifting?
- What is the status now?
- How are we prioritizing funds a State and Local level?

Sliding Scale Options:

-Why is there a \$100,000 threshold?

Need to have a discussion of division of services between State and local sections

Other Miscellaneous Concerns:

- State and Local responsibilities
- Coordination with Lynne Binder in the Section submittal process
- Post conference criteria on web/transparency in the process and in conference materials
- Timing of proposal acceptance
- Split should include the true costs of the conference

Ask Standing Conference Committee to make recommendation

STATE/SECTION SERVICES AND RESOURCES

- What are the services we want to provide and who should provide them?
- State might feel more comfortable making change, if there is an accurate picture of conference costs (related to split)
- Long term discussion about State vs Section
- How long can you take from your State reserves?
 - o One year operating expenses
 - o What about sections?
 - o Basic level of service?
- What does the State do for its members? (some sections provide reports – State could do the same on a quarterly basis)
- What are the members expecting?

Goal: A GREAT STATE CONFERENCE

- Reward local volunteers for putting on a great conference
- State has 3 revenue sources
 - o Advertising, membership, conference
 - o State has lost over \$100,000 in the last 3 years (ads and memberships are down)
 - o 9 years/\$56,000 average to local sections (must last us 8 years)
 - o States share (last 2 yrs) approximately 20,000
 - o How does the State budget wisely with shifts in conference revenue?
- Where are the residual services?

ELECTION CAMPAIGN AND NOMINATING COMMITTEE POLICIES

- The Board needs to decide what changes should be made to Kurt's draft election guidelines, then bring them back to the Board before the nominating committee is chosen
- Janet: National election policies do not apply to Chapters at this time
- The Chapter needs to make the nominating committee more open – make clear what their charge is and ensure all APA members feel invited to participate in the process
- Guidelines also need to be drafted for members of the nominating committee, to ensure their roles and responsibilities as well as official duties are well defined and clear
- The Board needs to let the members know what the Board is doing to clarify the election and electioneering process

BOARD MEMBER GOALS FOR 2011

Virginia (Administration):

- Reduce chapter budget deficit
- Work with marketing director to develop programs aimed at retain members (i.e. Financial assistance)
- Provide budget information to membership on an annual basis
 - Help address questions like, “where do my dues go?”

Kristen (Los Angeles):

- Awards – increase submittals/participation
- Programs
- Consider sub geographic events/outreach to increase participation from all parts of the county

Jennifer (Orange):

- Launching Young Planners Group
- Launching new awards programs, with 12 new categories
- Increasing/bringing back membership
- Historian event
- New program: “The Planning Van” (representing planning in places across the State – video, written documentation, etc.)
- Track back “lost “ members
 - Strategies

Julia (Sacramento):

- Build back local volunteer capacity
- Increase fundraising efforts
- Make membership more valuable (IE CM credits)
- Build capacity to influence regional planning
- Develop leadership program with young planners
- Get tools to planning commissioners

Dan (San Diego):

- Increase profile and relevance of APA
 - Advocacy
 - Services
 - Strategic collaborations
- Events with SD Architectural Foundation and other professional organizations
- Attract more members
- Increase communications, diversity, leadership
 - Update website
 - Facebook page
 - Member Survey

- Target students (middle and high school)
- Fiscal responsibilities
 - Use of conferences and services

Leisa (Inland Empire):

- Good program for members
- AEP & ASLA, Green Building Council collaborations,
- APWA lunch
- Identify programs in West and East areas
- 2012 Conference planning
- Value and cost of AICP explained to members
- Using State resources wisely with Section resources

Dave Snow (Policy/Leg):

- ECAT process/CEQA reform
- Update plan CA
- Amicus/friends of the court
- Legislative review process
- Look for revenue opportunities

Chris R (Student Rep):

- Increase student participation, increase involvement
- Student specific services
 - Experience/network opportunities
 - Student Day
 - 1st day of conference for student demonstration
- Section Student Representative Group
- Student education at Cal APA, Conferences and benefits

Juan (Professional Development):

- Promote creative and diverse professional development
- Pertinent and timely information and services using existing tools
- Lead and strengthen AICP prep with sections
- FAICP nominations
- Build relationships with other orgs and schools
- Coordinate the AICP program with sections
 - Effective liaison with fed and Cal AICP

Janna (Conference):

- Conference Manual
- Conduct to conference host section
- Help to clarify role between state and sections

Janet (Public Information):

- Find a replacement! ☺
- Continue to improve Cal Planner
- E-Blasts
- Develop scope of work of commission
- Protocol for website

Kim (Central Coast):

- Subsection events, min 5
- Citizen Planner Program (on website)
 - Will replicate in SLO and SB counties
- Create greater lists of contacts to communicate with
- Reach out to communities/schools to engage and increase membership
- Outreach to high schools in Career Days

Linda (CPF):

- CPF major way APA gives back
- Successful professional development events
 - North & South, May 13th
- Auction proceeds met half of scholarship amount
 - \$50,000 = \$25,000
Scholarship Raise
- Enhance CPF website to publicize events
 - Invite donations
 - Would invite donations

Ralph (Central):

- Smaller section, losing members (including AICP)
- Value of membership
- Challenge - low attendance and number of board members
- 100 miles → Modesto, 100 miles → Bakersfield
- Adjust geographic boundaries
- Getting existing members engaged in the section
- Want to increase membership, perhaps through a membership drive
- Need some assistance from other sections and State members to help come to events
- Land Use Conference – City of Clovis
- Planning resource center at Fresno State – trying to restart master's program
- Struggling with engagement

[side consideration: When have we last revisited the boundaries of the sections?]

Suggestion to empower the creation of or existing sub geo areas within the Central Section to have own programming and activities to meet the needs of members at that level.

Hanson (North):

- 7 advisory chairs to give subregions representation
- Define roles and create more subcommittees
- Increase fundraising/advertising revenue similar to nonprofit efforts
- Mentorship program starting 1/27
- Subcommittee on sustainability
 - Enhance website/organize workshops
- Activities to respond to membership survey:
 - Inexpensive workshops on local issues
 - AICP

Michael (Planning Commissioners):

- Informal survey of other planning commissioners
- Educate commissioners about APA
- Increase membership
- Organize session at State conference
- Recognize outstanding planning commissioners in the State

Tom (Stefan/George Associates):

- General liability insurance through Cal APA enhancements
- 2% back to the State

Kevin (President):

- Help everyone meet their goals
- State and Section harmony
- Honor the spirit of volunteerism/volunteer core
- Recapture planning efforts within APA – swarms – provide expertise (i.e.: technical advisory panel – ULI)